

BEFORE THE UNITED STATES FEDERAL ELECTION COMMISSION

In the Matter of:

The New Jersey State Republican
Party Committee,

Its Treasurer,

Zimmer for Senate, and

Its Treasurer.

Matter Under Review 4466

OCT 25 2 45 PM '96

RECEIVED
FEDERAL ELECTION
COMMISSION
OFFICE OF GENERAL
COUNSEL

AFFIDAVIT

1. My name is David Welch and I am the President of David Welch Associates.

2. Pursuant to the contract attached hereto as Attachment 1, I produced a television advertisement entitled "Families" (the "Ad") at the request of and on behalf of the New Jersey Republican State Committee ("NJRSC").

3. The Ad was produced at the request of and on behalf of the NJRSC without any input or coordination from the Zimmer for Senate campaign.

4. In connection with the broadcasting of the Ad, I utilized the services of Mentzer Media, Inc. of Towson, Maryland.

5. Although consultants for Zimmer for Senate may have utilized the services of Mentzer Media, Inc. in the past, upon information and belief, Mentzer Media, Inc. had no contact with the Zimmer for Senate campaign with respect to the Ad.

6. The reports of "media buys" set forth hereto as Attachment 2, detail the days, dates and times that the Ad was broadcast. The Ad was broadcast from television stations located

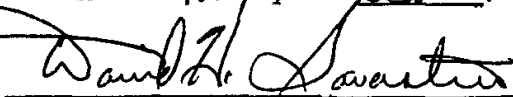
in Philadelphia that serve the southern half of the State, from stations located in New York City that serve the northern half of the State, and by a cable company serving Bergen County. The Ad was broadcast from September 12, 1996 to and including October 6, 1996. These are the only dates and times that the Ad was authorized to run.

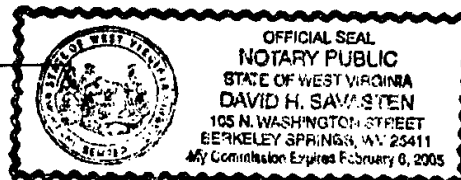
7. The facts contained in the Ad have been researched and upon information and belief all statements contained therein are true.


DAVID WELCH

State of West Virginia)
) SS
County of MORGAN)

Sworn to and Subscribed to before
me on this 12 day of OCT., 1996.







AGREEMENT

THIS AGREEMENT is entered into this 1st day of September, 1996 by and between David Welch Associates located at 101 Willowbrook Lane, West Chester, PA 19382, hereinafter referred to as "Consultant") and New Jersey Republican State Committee (hereinafter referred to as "NJGOP").

WHEREAS, NJGOP seeks assistance in the development and production of issue advocacy television and/or radio spots for various campaigns for the election cycle ending November 5, 1996;

WHEREAS, Consultant is in the business of communications and public relations consultation, including but not limited to: creative and production assistance in the development and production of such electronic communications designed to encourage voters to be aware of pertinent issues and contact their federal legislators regarding these issues;

WHEREAS, NJGOP wishes to retain Consultant to perform such services under the terms and conditions set forth herein;

WHEREAS, Consultant has agreed to provide such services;

IN CONSIDERATION of these promises and the mutual considerations and covenants contained herein, the parties hereby agree as follow:

I. SERVICES TO BE PERFORMED

A. Consultant shall develop issue advocacy television and/or radio advertisements on a project basis.

B. All scripts, story boards, spots, etc. shall be subject to review and approval by NJGOP staff and its legal counsel.

II. FEES

A. Fees will be determined and agreed upon between Consultant and NJGOP as projects are developed and designed. Payment for creative design and production of electronic media will be made upon certification from various television and radio stations that such spot is in rotation.

B. Payment for all projects are subject to approval of all electronic communications by NJGOP staff and its legal counsel.

III. TERMINATION

A. Unless earlier terminated as provided below, this Agreement shall be effective from the date hereof through November 5, 1996.

B. In the event that the NJGOP becomes insolvent or is unable to meet its debts as they mature, suspend operations as presently conducted, discontinue business as a going concern, make an assignment for the benefit of its creditors, thereas is filed by or against NJGOP a petition under any of the provisions of Bankruptcy Code, or any proceedings are commenced by or against NJGOP under any insolvency law, or a receiver or a trustee is appointed to administer the assets or affairs of NJGOP then, in any such event, Consultant shall have the right to immediately terminate this Agreement upon giving written notice thereof.

C. Consultant agrees that NJGOP can cancel this Agreement upon 30 days written notification.

IV. CONFIDENTIALITY

A. Consultant acknowledges that all information to which entities of its association may have access to, including but not limited to lists, development of lists, data and any computer software or data used in gathering the above information are the sole property of NJGOP and access to such information is limited to discharging the duties under this agreement. Upon termination of this agreement, all such information shall remain the sole property of the NJGOP and Consultant shall not retain any software or hard copy of said information.

B. Consultant agrees that NJGOP lists and all other information therein are, and shall remain the exclusive property of NJGOP.

C. Consultant agrees that it shall acquire no property or ownership interest in, or rights to, any of the foregoing. Furthermore, Consultant acknowledges that NJGOP lists and information, and all updates and enhancements thereto, which are provided to, generated by, or otherwise become known to Consultant in connection with, or incident to, this agreement are privileged and confidential.

D. Consultant further agrees that neither it nor any of its directors, officers, employees, consultants or agents will disclose, rent, lease, sell or enter updates or enhancement(s) to NJGOP files or information in any form or for any purpose nor will they retain, duplicate or use such information in any fashion or for any purpose whatsoever.

E. Consultant agrees that NJGOP has the right to proceed with litigation directly against the Consultant and/or the Consultant's agents if this agreement is violated, and may obtain injunctive relief, as well as monetary damages.

F. Consultant agrees that this agreement will apply to any successor organizations.

V. LEGAL COMPLIANCE

A. **Election Law:** NJGOP shall be responsible for compliance with the laws of the State of New Jersey, and all regulations promulgated thereunder, to the extent applicable, and with any other Federal, State or local law applicable to political campaigns generally and specifically to the Parties. All services provided and projects undertaken by Consultant in furtherance of this Agreement shall comply with all Federal and State Election Laws. All print, script materials and/or research materials shall be subject to review by Victory staff and its legal counsel.

B. **FCC Regulations:** Consultant acknowledges that its firm is aware of and responsible for compliance with FCC regulations, including those that pertain to election law.

C. **Independent Contractor:** Consultant shall act as an independent contractor in performing the services described herein. Nothing contained in this Agreement shall be deemed to make the Consultant

agent, employee, joint venturer or partner of NJGOP or be deemed to provide the Consultant with the power of authority to act for or on behalf of NJGOP or to bind NJGOP to any contract, agreement, or arrangement with any other person, except as specifically set forth herein. Consultant acknowledges that its association is aware of and responsible for compliance with all statutes and regulations pertaining to taxes and other deductions from income under State and Federal Law.

VI. MODIFICATION

A. The parties hereto acknowledge that this agreement represents the entire agreement between them, and supersedes all other written or oral agreements. This agreement may only be modified in writing, signed by both parties.

VII. TIME OF THE ESSENCE

A. The parties hereto agree that time is of the essence with respect to the agreed upon mail drop dates and broadcast dates in the projects in this Agreement.

VIII. LAW

A. Consultant acknowledges that NJGOP is an unincorporated entity. The members, officers, employees and agents of NJGOP as well as the members of its Executive Committee shall not be personally liable for any debt, liability or obligation of NJGOP under this Agreement.

B. The parties further agree that this agreement is made and entered into in New Jersey and shall be construed in accordance with the laws of the State of New Jersey.

C. New Jersey laws shall govern the interpretation of any provision of the agreement. Any dispute arising out of this agreement and parties thereto shall be subject to the jurisdiction of the Courts of the State of New Jersey.

DATE

NEW JERSEY REPUBLICAN STATE COMMITTEE

Sept 1, 1996

BY: Thomas R. Wilson
Thomas R. Wilson, Executive Director

DATE

DAVID WELCH ASSOCIATES

Sept. 2, 1996

BY: David Welch
David Welch

Mentzer Media Services, Inc.***Research, Planning & Placement*****NEW JERSEY REPUBLICAN STATE COMMITTEE****Paid Media Strategy / Philadelphia Market****September 12 - Oct. 6, 1996 (:30's & :10's) (Rev. 10/7)**

<u>Flight</u>	<u>:30 Television</u>	<u>:10 Television</u>	<u>Total Cost</u>
Thu. 9/12 - Sunday 9/15	302, 35+ TRPs \$ 77,200.	129, 35+ TRPs \$ 17,855.	\$ 95,055. 431 TRPs
Mon. 9/16 - Sunday 9/22	454, 35+ TRPs \$ 154,400.	250, 35+ TRPs \$ 38,200.	\$ 192,600. 704 TRPs
Mon. 9/23 - Sunday, 9/29	491, 35+ TRPs \$ 171,825.	247, 35+ TRPs \$ 35,065.	\$ 206,890. 738 TRPs
Tue. 10/1 - Sunday, 10/6	523, 35+ TRPs \$ 179,225.	191, 35+ TRPs \$ 35,225.	\$ 214,450. 714 TRPs
Totals:	1770, 35+ TRPs \$ 582,650.	817, 35+ TRPs \$ 126,345.	\$ 708,995. (2,587 TRPs)

Mentzer Media Services, Inc.*Research, Planning & Placement*

*Phila.**9/12 - 9/15**1:30 & 1:10*

[illegible]

NOTE: Items marked with an asterisk denote agency estimates number contained.

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2000

Order No. 428

BETH BEALL

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MENTZER MEDIA SERVICES INC
TVSCAN Order - Schedule Summary
PHILADELPHIA -- MAY/96 NIELSEN
Projections Adjusted to NOV/95 Viewing Levels

Agency: MENTZER MEDIA SERVICES INC		Schedule Dates: 09/12/96 - 09/16/96	
Buyer: BETH BEALL			
Advertiser: NJ REP. STATE COMMITTEE			
Product: 10 SECOND SCHEDULE			
Assistant: KYLE WHISLER		Telephone: 410-625-7034	
Order Number: 429		Date Due: 09/16/96	
KYW	THIS MORN ***		
WPM	GOOD MORN ***		
KYW	CBS THIS MORN		
WTF	FOX AFTER BREAK		
KYW	DAY ROTATION		
WCAU	NWS MIDDAY		
KYW	NWSNTR 5A-600N		
WPM	NWSNTR 600P-630P		
WFL	REAL TV		
KYW	NWSNTR 11P ***		
WFL	MAD ABOUT YOU		
KYW	LETTERMAN		
KYW	NWSNTR 6PM **		
KYW	48 HOURS		
WPM	20/20		
WCAU	NEWS		
	MO-FR 600A-800A	10	1
	MO-FR 700A-800A	10	2
	MO-FR 800A-830A	10	2
	MO-FR 900A-1000A	10	3
	MO-FR 800A-1230P	10	1
	MO-FR 1100A-1200P	10	1
	MO-FR 1200P-1230P	10	1
	MO-FR 600P-630P	10	2
	MO-FR 1030P-1100P	10	1
	MO-FR 1100P-1130P	10	2
	MO-FR 1130P-1230A	10	1
	MO-SU 600P-630P	10	3
	THU 800P-1100P	10	1
	FRI 1000P-1130P	10	1
	SAT 800A-730A	10	1

NOTE: Items marked with an asterisk denote agency estimate number generated.

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TAPSCAN

Mentzer Media Services, Inc.***Research, Planning & Placement***

Phila.

9/16 - 9/22

3:30 - 4:10

MENTZER MEDIA SERVICES INC
TVSCAN Order - Schedule Summary
PHILADELPHIA -- MAY/96 NIELSEN
Projections Adjusted to NOV/95 Viewing Levels

Agency: MENTZER MEDIA SERVICES INC

Schedule Dates: 08/10/96 - 09/22/96

Buyer: BETH BEALL

Advertiser: NJ REP. STATE COMMITTEE

Product: 30 SECOND SCHEDULE

Assistant: KYLE WHISLER

Order Number: 425

Telephone: 410-825-7034

Date: 08/09/96

WPM	GO MFR AMF-ABC	MO-FR 700A-800A	30	4	X	X	X	X	X	X	X	7	28	\$8,000
WCAU	REGIS KATIE	MO-FR 800A-920A	30	4	X	X	X	X	X	X	X	5	20	\$2,500
WTXF	FOX AFTER BREAK	MO-FR 900A-1000A	30	4	X	X	X	X	X	X	X	5	20	\$5,000
KYW	NWS/CONTR 3-NOON	MO-FR 1200P-1230P	30	3	X	X	X	X	X	X	X	3	9	\$1,500
WPM	ACTN NWS 12AN	MO-FR 1200P-1230P	30	3	X	X	X	X	X	X	X	7	21	\$3,600
WPM	ACTION NWS 5PM	MO-FR 500P-630P	30	3	X	X	X	X	X	X	X	18	54	\$8,100
WPM	ACTION NWS 6PM	MO-FR 600P-630P	30	3	X	X	X	X	X	X	X	18	54	\$13,500
WPM	JEOPARDY	MO-FR 700P-730P	30	2	X	X	X	X	X	X	X	16	32	\$7,000
WPM	WHEEL-FORTNE	MO-FR 730P-800P	30	1	X	X	X	X	X	X	X	18	18	\$3,600
KYW	NWS/CONTR 3-6PM	MO-SU 600P-630P	30	2	X	X	X	X	X	X	X	4	8	\$2,400
WTHL	NOLFER NEWS	MO-SU 1000P-1130P	30	2	X	X	X	X	X	X	X	3	6	\$1,800
WTXF	10 O'CLOCK NWS	MO-SU 1000P-1130P	30	3	X	X	X	X	X	X	X	4	12	\$4,800
WTXF	10 O'CLOCK NWS	MO-SU 1058P-1130P	30	1	X	X	X	X	X	X	X	4	4	\$1,500
KYW	MURPHY BROWN	MON - 800P-830P	30	1	X	X	X	X	X	X	X	10	10	\$10,000
WPM	HOMER MFGOY	MO-WE 800P-1000P	30	1	X	X	X	X	X	X	X	11	11	\$11,000
WPM	ACTION NEWS 11	TU-FR 1130P-1230A	30	3	X	X	X	X	X	X	X	13	39	\$13,600
WPM	NITELINE	TU-FR 1130P-1230A	30	2	X	X	X	X	X	X	X	8	16	\$3,600
WCAU	NEWS	SAT 900A-1000A	30	1	X	X	X	X	X	X	X	4	4	\$750

Page 1

NOTE: Items marked with an asterisk denote agency estimate number generated.

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TVSCAN

BETH BEALL

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MENTZER MEDIA SERVICES INC
TvSCAN Order - Schedule Summary
PHILADELPHIA -- MAY/96 NIELSEN
Projections Adjusted to NOV/95 Viewing L

Agency:	MENTZER MEDIA SERVICES INC	Schedule Dates:	09/16/96 - 09/22/96
Buyer:	BETH BEALL		
Advertiser:	NJ REP. STATE COMMITTEE		
Product:	10 SECOND SCHEDULE		
Assistant:	KYLE WHISLER	Telephone:	410-825-7034
Order Number:	428	Date Due:	09/09/96

[illegible]

Totals: Spots: 31 Reach: 78 Frequency: 3.2 CPP: \$152.80 GRP's: 250 Cost: \$38,200

NOTE: Items marked with an asterisk denotes agency estimate number generated

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Mentzer Media Services, Inc.**Research, Planning & Placement**

Phila.

9/23 - 29

:30 \$:10

THE 1960s

—TAPSCA—

BETH BEALL

Totals: Spots: 66 Reach: 90 Frequency: 4.9 CPP: \$303.25 GRP's: 438 Cost: \$132,825

NOTE: Items marked with an asterisk denotes agency estimate number generated.

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251021

REPORT

Agency:	Mentzer Media Services Inc	Schedule Dates:	06/27/96 - 08/30/96										
Buyer:	Beth Beall	Telephone:	410-828-7000										
Advertiser:	NJ REP STATE COMMITTEE	Cable Date:	08/19/96										
Product:	30 SECOND SCHEDULE												
Assistant:	Kyle Whisler												
Order Number:	497												
KYW	NASH BRIDGES	FRI 800P-1000P	30	1							\$5,500.00	7	\$5,500
KYW	EARLY EDITION	SAT 800P-1000P	30	1							\$5,500.00	11	\$5,500
KYW	CBS SUN MOVIE	SUN 800P-1100P	30	1							\$6,700.00	10	\$5,700
KYW	NWSNTR 3-11PM	MON-FR 1100P-1130P	30	1							\$2,300.00	8	\$2,300
KYW	COSEY PEARL	MON 800P-900P	30	1							\$8,000.00	7*	\$8,000
KYW	CHICAGO HOPE	MON 1000P-1100P	30	1							12,000.00	12	\$12,000

Totals: Spots: 6 Reach: 40 Frequency: 1.3 CPP: \$735.85 GRP's: 53 Cost: \$39,000

NOTE: Items marked with an asterisk denote agency estimate number generated.

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TAPSCAN

TRUCKS

BETH BEALL

Totals:	Spots: 35	Reach: 82	Frequency: 3.0	CPP: \$141.96	GRP's: 247	Cost: \$35,065
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INDIAN

Mentzer Media Services, Inc.

Research, Planning & Placement

Phila.

10/1 - 10/6

30 # 110

MENTZER MEDIA SERVICES INC
TVSCAN Order - Schedule Summary
PHILADELPHIA -- MAY/96 NIELSEN
Projections Adjusted to OCT/95 Viewing Levels

Schedule Dates: 10/01/96 - 10/06/96

Agency: MENTZER MEDIA SERVICES INC
 Buyer: BETH BEALL
 Advertiser: NJ REP. STATE COMMITTEE

Assistant: KYLE/SHELLI Telephone: 410-825-7034
 Order Number: 552 Date Due: 09/27/96

Line	Program	Time Period	Sec	Length	Spots	MON	TUE	WED	THU	FRI	SAT	SUN	Cost/Spot	DIVA P 35- RTG	CRR's	Total Cost
1	NEWS 10 TODAY	MO-FR 600A-700A		:30	3		X	X	X	X			\$600.00	2*	6	\$1,800
2	TODAY SHW	MO-FR 700A-730A		:30	3		X	X	X	X			\$750.00	4	12	\$2,250
3	GO FRN AMR ABC	MO-FR 700A-900A		:30	3		X	X	X	X			\$1,800.00	7	21	\$5,400
4	CBS THIS MORNG	MO-FR 800A-900A		:30	2		X	X	X	X			\$350.00	1*	2	\$700
5	NWSNTR 3NOON	MO-FR 1200P-1230P		:30	2		X	X	X	X			\$650.00	4	8	\$1,300
6	ACTN NWS 12NN	MO-FR 1200P-1230P		:30	4		X	X	X	X			\$1,400.00	8	32	\$5,600
7	SOAP ROTATION	MO-FR 100P-300P		:30	3		X	X	X	X			\$700.00	2	6	\$2,100
8	OPRAH WINFREY	MO-FR 400P-430P		:30	2		X	X	X	X			\$2,400.00	6	12	\$4,800
9	DAY & DATE	MO-FR 400P-500P		:30	2		X	X	X	X			\$575.00	3	6	\$1,750
10	ACTION NWS 5PM	MO-FR 500P-530P		:30	4		X	X	X	X			\$3,300.00	12	48	\$13,200
11	AMERC/INSIDE	MO-FR 500P-600P		:30	4		X	X	X	X			\$725.00	4*	16	\$2,900
12	ACTION NWS 6PM	MO-FR 600P-630P		:30	3		X	X	X	X			\$5,500.00	17	51	\$16,500
13	WHEEL/LEOP	MO-FR 700P-800P		:30	2		X	X	X	X			\$4,500.00	13*	26	\$9,000
14	EXTRA	MO-FR 730P-800P		:30	3		X	X	X	X			\$1,550.00	4	12	\$4,650
15	FOX AFTER BREAK	MO-FR 900P-1000P		:30	5		X	X	X	X			\$1,250.00	5	25	\$6,250
16	NWSNTR 311PM	MO-FR 1100P-1130P		:30	2		X	X	X	X			\$2,600.00	6	12	\$5,200
17	CHEERS	MO-FR 1100P-1135P		:30	1		X	X	X	X			\$800.00	1	1	\$800
18	TONIGHT SHOW	MO-FR 1130P-1230A		:30	2		X	X	X	X			\$1,800.00	5	10	\$3,600

Page 1

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09.04.96 14.48.23

Order No. 552

BETH BEALL

SP	Program	Time Period	Sec	Length	Days	Mo	Tu	We	Th	Fr	Sa	Su	SP	Rate	Est
WPFL	INQUIRY NEWS	MO-SU 1000P-1030P		:30									3	\$450.00	\$1,350
WTFX	10 O'CLOCK NEWS	MO-SU 1000P-1100P		:30									4	\$1,800.00	\$3,600
WPVI	ACTION NEWS 11	TU-FR 1100P-1130P		:30									13	\$5,000.00	\$6,000
WPVI	NTELINE	TU-FR 1130P-1200A		:30									8	\$2,500.00	\$5,000
KYW	COLIN MAUS AWARD	WED 800P-1100P		:30									9*	\$4,500.00	\$4,500
KYW	DIAGNOSIS	THU 800P-900P		:30									6	\$4,000.00	\$4,000
KYW	MOLONEY	THU 900P-1000P		:30									6	\$3,500.00	\$3,500
WPVI	UNDER SEIGE	THU 900P-1100P		:30									16	\$4,500.00	\$9,000
KYW	48 HOURS	THU 1000P-1100P		:30									6	\$5,500.00	\$5,500
KYW	MR. MRS. SMITH	FR 900P-1000P		:30									7	\$5,500.00	\$5,500
KYW	NASH BRIDGES	FR 1000P-1100P		:30									6	\$5,500.00	\$5,500
WCAU	NEWS 10 SUNDAY	SUN 700A-800A		:30									3	\$200.00	\$200
WCAU	SUNDAY TODAY	SUN 800A-900A		:30									5	\$600.00	\$600
WPVI	GOOD MEN AM-SU	SUN 830A-900A		:30									3	\$450.00	\$450
WCAU	NEWS WEEKEND	SUN 900A-1000A		:30									4	\$600.00	\$600
KYW	SUNDAY MFR-CBS	SUN 900A-1030A		:30									5*	\$850.00	\$1,700
WCAU	MEET THE PRESS	SUN 1000A-1030A		:30									3	\$700.00	\$700
WPVI	ISSUES & ANSWR	SUN 1000A-1100A		:30									2	\$450.00	\$450
KYW	FACE NAT'L-CBS	SUN 1030A-1100A		:30									3	\$1,200.00	\$1,200
WPVI	BRINKLEY	SUN 1100A-1200P		:30									4	\$1,400.00	\$1,400
WPVI	COLLEGE FBALL	SUN 200P-700P		:30									5*	\$1,000.00	\$2,000
KYW	60 MINUTES	SUN 700P-800P		:30									14	10,000.00	\$10,000
KYW	PRES DEBATE	SUN 900P-1100P		:30									8*	\$5,500.00	\$5,500
WCAU	PRES DEBATE	SUN 900P-1100P		:30									10*	\$7,500.00	\$7,500

Totals: Spots: 81 Reach: 94 Frequency: 5.2 CPP: \$343.58 GRP's: 487 Cost: \$167,325

NOTE: Items marked with an asterisk denotes agency estimate number generated

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MENTZER MEDIA SERVICES INC
TvSCAN Order - Schedule Summary
PHILADELPHIA -- MAY/96 NIELSEN
Projections Adjusted to OCT/95 Viewing Levels

Agency: MENTZER MEDIA SERVICES INC Schedule Dates: 10/04/96 - 10/06/96
 Buyer: BETH BEALL
 Advertiser: NJ REP. STATE COMMITTEE
 Product: ADDITIONS
 Assistant: KYLE/SHELL Telephone: 410-825-7034
 Order Number: 593 Date Due: 10/07/96

SP	Day	Time	Length	Secs	MTWTFSS	SPW	Start Date	End Date	SPs	Cost
WPVI	MON	11:00P-11:30P	:30		1	1			13	\$6,000.00
WPVI	TUE	11:30A-205A	:30		2	2			5	\$900.00
WPVI	WED	8:30A-9:00A	:30		1	1			3	\$450.00
WPVI	THU	9:00P-11:00P	:30		1	1			10	\$3,650.00
Totals: Spots: 5 Reach: 22 Frequency: 1.6 CPP: \$330.56 GRP's: 36 Cost: \$11,900										

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TAPSCAN

MENTZER MEDIA SERVICES INC
TVSCAN Order - Schedule Summary
PHILADELPHIA -- MAY/96 NIELSEN
Projections Adjusted to OCT/95 Viewing Levels

Agency: MENTZER MEDIA SERVICES INC Schedule Dates: 10/01/96 - 10/06/96
 Buyer: BETH BEALL
 Advertiser: NJ REP. STATE COMMITTEE
 Product: 10 SECOND SCHEDULE
 Assistant: KYLE/SHELL
 Order Number: 553
 Telephone: 410-825-7034
 Date Due: 09/27/96

Stn	Program	Time Period	Secs	Length	Spots	MON	TUE	WED	THU	FRI	SAT	SUN	Cost/Spot	GRPs	Total Cost
WCAU	NEWS 10 TODAY	MO-FR 600A-700A	10		3								\$300.00	2*	\$900
KYW	THIS MORNING	MO-FR 600A-800A	10		1								\$300.00	2*	\$300
WPVI	GO MRN AMR ABC	MO-FR 700A-900A	10		1								\$1,100.00	7	\$1,100
KYW	NWSNTR 3-NOON	MO-FR 1200P-1230P	10		3								\$455.00	4	\$1,365
WPVI	DAY ROTATION	MO-FR 1200P-400P	10		2								\$850.00	4	\$1,700
WCAU	NEWS 10 AT 5	MO-FR 500P-530P	10		2								\$900.00	4	\$1,800
WPVI	ACTN NWS 530PM	MO-FR 500P-600P	10		3								\$2,000.00	14*	\$6,000
WPVI	WHEEL/EOB	MO-FR 700P-800P	10		2								\$2,700.00	13*	\$5,400
KYW	HARD COPY	MO-FR 730P-800P	10		2								\$1,680.00	6	\$3,360
WTXF	FOX AFTR BREAK	MO-FR 900P-1000P	10		5								\$63.00	5	\$315
KYW	NWSNTR 3-6PM	MO-SU 600P-630P	10		4								\$840.00	4	\$3,360
WPVI	INQUIRY NEWS	MO-SU 1000P-1030P	10		2								\$270.00	3	\$540
WPVI	20/20	FR 1000P-1100P	10		1								\$8,000.00	13	\$8,000
KYW	NEWS WEEKEND	SA-SU 700A-900A	10		2								\$245.00	2	\$490
KYW	SUNDAY MRN CBS	SUN 800A-1000A	10		1								\$595.00	4*	\$595

Totals: Spots: 34 Reach: 71 Frequency: 2.7 CPP: \$184.42 GRPs: 191 Cost: \$35,225

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Mentzer Media Services, Inc.*Research, Planning & Placement***NEW JERSEY REPUBLICAN STATE COMMITTEE****Paid Media Summary / New York & Cable****September 19 - October 6, 1996**

<u>Flight Dates</u>	<u>:30 NY TV*</u>	<u>:10 NY TV*</u>	<u>:30 Cable</u>	<u>Total</u>
9/19 - 9/27 (TV - 9 Days)	WABC GMA 13 TRPs (35+) \$ 4,900.	OFF	9/23 - 9/29 Select Systems (Buy Attached) \$ 40,325.	\$ 45,225.
9/28 - 9/30 (TV - 3 Days)	304, 35+ TRPs \$ 185,150.	102, 35+ TRPs \$ 28,725.	9/30 - 10/6 Select Systems (Buy Attached) \$ 40,325.	\$ 254,200.
10/2 - 10/4	160, 35+ TRPs \$ 92,100.	114, 35+ TRPs \$ 29,920.	--	\$ 122,020.
Totals:	477, 35+ TRPs \$ 282,150.	216, 35+ TRPs \$ 58,645.	2 Weeks \$ 80,650.	\$ 421,445.

Mentzer Media Services, Inc.

Research, Planning & Placement

New York

9/19 - 9/26

.30

Mentzer Media Services, Inc.

Research, Planning & Placement

New York

9/29 - 9/30

30 # 10

BETH BEALL



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MENTZER MEDIA SERVICES INC
TvSCAN Order - Schedule Summary
NEW YORK -- MAY/96 NIELSEN
Projections Adjusted to OCT/95 Viewing Levels

Agency:	MENTZER MEDIA SERVICES INC	Schedule Dates:	09/28/96 - 09/30/96
Buyer:	BETH BEALL		
Advertiser:	NJ REP. STATE COMMITTEE		
Product:	10 SECOND SCHEDULE		
Assistant:	KYLE/SHELLI	Telephone:	410-825-7034
Order Number:	7	Date Due:	09/17/96

Sat	Program	Start Time	Length	Secs	Day	Fri	Sat	Sun	Cost Sp.	FTG	GFE	Totl Cost
WNYW	10 O' NWS ADJ*	MO-SU 958P-1000P	:10	1			X	X	\$2,500.00	7	7	\$2,500
WNBC	SATURDAY TODAY	SAT 700A-900A	:10	2			X		\$1,080.00	4	8	\$2,160
WNBC	TODAY-NY SUN 7A	SUN 700A-800A	:10	2				X	\$600.00	4	8	\$1,200
WNBC	SUN TODAY-NBC	SUN 800A-900A	:10	2				X	\$1,440.00	5	10	\$2,880
WCBS	FACE NATN-CBS	SUN 1030A-1100A	:10	1				X	\$1,320.00	2	2	\$1,320
	Week of 09-30-95 to 10-06-95				30							
WNBC	TODAY-NEW YORK	MO-FR 600A-700A	:10	1	X				\$420.00	2	2	\$420
WNYW	GOOD DY NY-1ST	MO-FR 600A-700A	:10	1	X				\$500.00	2	2	\$500
WBAC	GO FRN AMR-ABC	MO-FR 700A-900A	:10	1	X				\$780.00	3	3	\$780
WNBC	TODAY SHW	MO-FR 700A-900A	:10	1	X				\$960.00	4	4	\$960
WNYW	GOOD DY NY **	MO-FR 700A-900A	:10	1	X				\$650.00	2	2	\$650
WCBS	CH2 NWS-NOON	MO-FR 1200P-1230P	:10	1	X				\$780.00	5	5	\$780
WNBC	NEWSCH 4 AT 12	MO-FR 1200P-1230P	:10	1	X				\$570.00	3	3	\$570
WNYW	FOX MDDAY N**	MO-FR 1200P-1230P	:10	1	X				\$225.00	1	1	\$225
WCBS	CH 2 NWS-5	MO-FR 500P-600P	:10	1	X				\$660.00	4	4	\$660
WNBC	LIVE @ 5 ADJ	MO-FR 500P-600P	:10	1	X				\$1,620.00	6	6	\$1,620
WBAC	JOPARDY	MO-FR 700P-730P	:10	1	X				\$4,500.00	14	14	\$4,500
WBAC	WHEEL-FORTNE	MO-FR 730P-800P	:10	1	X				\$4,500.00	14	14	\$4,500



BETH BEALL

Totals: Spots: 21 Reach: 57 Frequency: 1.8 CPP: \$281.62 GRP's: 102 Cost: \$28,725

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Mentzer Media Services, Inc.

Research, Planning & Placement

New York TV

10/2-10/4

3c & 1c

MENTZER MEDIA SERVICES INC
TVSCAN Order - Schedule Summary
NEW YORK -- MAY/96 NIELSEN
Projections Adjusted to OCT/95 Viewing Levels

Agency: MENTZER MEDIA SERVICES INC Schedule Dates: 10/02/96 - 10/04/96
 Buyer: BETH BEALL
 Advertiser: NJ REP. STATE COMM.
 Assistant: KYLE/SHELL Telephone: 410-825-7034
 Order Number: 573 Date Due: 10/01/96

Stn	Program	Day	Start	End	Length	Spots	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Cost/Spot	GRPs	TRP
WABC	MON-FR 600A-700A		6:00A	7:00A	:30	2			X					\$1,600.00	2	4
WABC	MON-FR 700A-900A		7:00A	9:00A	:30	2			X					\$2,200.00	4	8
WABC	MON-FR 900A-1000A		9:00A	10:00A	:30	2			X					\$1,000.00	2	4
WABC	MON-FR 1200P-1230P		12:00P	12:30P	:30	2			X					\$950.00	3	6
WABC	ATN ROT		12:30P	4:00P	:30	2			X					\$800.00	4	8
WABC	CH 2 NWS-5		5:00P	6:00P	:30	3			X					\$1,300.00	4	12
WABC	LIVE @ 5 ADJ		5:00P	6:00P	:30	1			X					\$2,700.00	6	6
WABC	CH 2 NWS		6:00P	6:30P	:30	3			X					\$1,800.00	4	12
WABC	JEOPARDY/WHEEL		7:00P	7:30P	:30	3			X					\$7,500.00	14	42
WABC	HARD COPY		7:00P	7:30P	:30	3			X					\$2,200.00	4	12
WABC	CH 2 NWS 11		11:00P	11:30P	:30	1			X					\$5,000.00	5	5
WABC	TONITE SHW-NBC		11:30P	12:30A	:30	3			X					\$3,000.00	4	12
WABC	CONAN		12:30A	1:30A	:30	1			X					\$900.00	1	1
WNYW	10 O'CLOCK		9:59P	10:00P	:30	2			X					\$5,000.00	7	14
WABC	11PM EYEWIT NWS		11:00P	11:30P	:30	1			X					\$8,000.00	9	9
WABC	HG-INCIDENT		8:00P	9:00P	:30	1			X					\$5,000.00	5	5

Totals: Spots: 32 Reach: 65 Frequency: 2.5 CPP: \$575.63 GRPs: 160 Cost: \$92,100



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Mentzer Media Services, Inc.

Research, Planning & Placement

Cable

9/23 - 10/6

.30

NEW JERSEY STATE REPUBLICAN COMMITTEE

Sample Weekly Cable TV Plan

REVISED II

PLAN A: FINAL SCHEDULE

NETWORK	DAYS	TIME	PROGRAMMING	CH'S	SPOTS	WEEKLY COST	WKLY GRPS
CNN	M-Sun	5p-12a	Early Prime; Showbiz Today Moneyline; Crossfire; Primeneews; Inside Politics L. King Live; Sports Tonight	1,792,000	\$1,068	\$17,088	19.2
CNN	M-Sun	5p-12a	BERGEN COUNTY ONLY	344,000	\$222	\$1,110	6.0
TNT/ESPN	Sunday	8p-11p	Sunday Night NFL	1,792,000	\$6,711	\$13,422	13.0
MSG/ESPN	M-Sun	Fixed	NY Yankees Regular & Post Season Games	1,792,000	\$1,741	\$8,705	16.5

^ Yankees/MLB Playoffs
Will Not Be Carried Past 10/7/96.
Adjust Weekly Cost Accordingly.

WEEKLY TOTALS

28 \$40,325 54.7

FLIGHT TOTALS

56 \$80,650 109.4

(9/23/96 -- 10/6/96)